

## Why Do I Advertise?--

You merchants who invest annually large sums of money in advertising, have you ever stopped and asked yourself this question? Doubtless your answer would be: "To increase my business."

EXACTLY—and surely that is the only sane answer.

NOW, believing, as you must, that it is good business to invest money in advertising, and that for the certain amount that you are at present appropriating toward advertising, you are reaping a fair profit.

WHY wouldn't you increase your net profits pro rata by increasing your advertising appropriation?

It is logical, it is sensible, to believe that you would. You may possibly reply:

"For the size of my store I carry as much advertising as I can."

"Big advertising is all right for concerns who have a varied line and a wide field to cater to—but for me, whose scope is limited to a few staple articles, it would be foolish," etc., etc.

LISTEN, MR. MERCHANT:

Do you realize that the largest enterprises existing today specialize in one particular line of endeavor? And that they all had a small start? For instance, let me cite you two of the most prolific examples, as they occur to my mind:

The Wrigley Spearmint Chewing Gum Co., which started operations upon a capital of less than one hundred dollars, today is investing a cool million dollars every year in advertising. And remember that this firm deals exclusively in one little article which RETAILS for a nickel a package.

It is volume that "does the trick"—and advertising built up that immense volume, don't forget that.

Then: There is the Goodyear Tire Co., another gigantic concern which invests a million annually in advertising, and again all in the marketing of one article, to be sure the gross receipts are larger on a sale but the percentage of profit per capita invested is no larger than on a package of gum.

These are days of keen competition and rapid progress, therefore he who would not be "left at the post" must, per force, be up and "again".

There is a certain number of people who are going to purchase something in your line, tomorrow. The large per cent are still open to conviction as to where they shall make those purchases. Isn't it reasonable to suppose that if one of those prospective patrons, in reading this evening's paper, should see and read an ad telling just where the particular article in mind could be had, at a certain price, that advertiser would receive a call from the reader?

It is a natural sequence! Such being the acknowledged case, would it not be well worth your while to place your advertising upon such a basis as to have an ad appear daily? Just simply to make, if nothing more, every possible sale IN YOUR STORE of some article of which a certain number will be purchased each and every day.

If you carry a variety of lines, so much the better; a lot of the days of the week in such a manner that each and every department will have a consistent representation in your ads. If you specialize, nothing like concentration—and constant "hammering" will insure your success. From mere force of repetition, if nothing else, the thought of your line will naturally be followed by the thought of YOUR store—and ultimately will build for you the firmest of foundations for lasting business success.

And by all means never look upon your advertising appropriation as an expense. It is an investment, pure and simple!

The "Ad Man."

## NEW SECURITY LEAGUE LOOKS TO U. S. CHARTER

[By Latest Mail]  
NEW YORK, N. Y.—The National Security League, organized recently in this city for what its founders declare are purely defensive and patriotic purposes, will request from the government incorporation under a special act of Congress. It plans of some of the more influential members are carried out.

Among the men prominent in its affairs are Frederick R. Couderc, Courtlandt Nicoll, George Haven Putnam, C. Oliver Iselin, Col. Charles E. Lydecker and S. Standwood Menken. At the organization meeting it was expressly stated that the purposes of the league contemplated no antagonism to any nation whatever, that it was in no sense political in either method or aim, and that no partisanship was to be served by it or its members.

The movement is a national one in the strictest sense of the word, declared an official of the league, and for that reason the proposal to obtain incorporation under the laws of the state of New York had been abandoned and the application for federal charter substituted.

S. Standwood Menken is chairman and has appointed various committees to carry out the objects of the organization. These committees will have to do with naval, military, coast defense, membership, local extension, legislation, finance and executive requirements. The last named committee will consist of seven members with power to increase its own membership.

A committee composed of George Haven Putnam, Frederick R. Couderc and Courtlandt Nicoll was appointed to draw up a complete statement explaining the full purposes of the league, and to give it publicity.

Edward H. Clarke was elected treasurer and J. Bernard Walker, the editor of the Scientific American, chairman of the committee on naval affairs, while the membership of the other committees has not been made public so far. In explaining the reason for the desire for national incorporation, one of the founders of the organization said:

"This is a strictly national organization, formed for defensive and other constructive purposes. It will be extended throughout the country, and it would not be at all in keeping with the spirit of the plan, nor would it best serve its purposes to fasten it to any state charter, no matter what or where that state might be."

The affairs of the league for the present will be handled by a committee of 50 who will be responsible to the whole membership.

## THIN PEOPLE CAN INCREASE WEIGHT

Thin men and women who would like to increase their weight with 10 or 15 pounds of healthy "stay there" fat should try eating a little Sargol with their meals for a while and note results. Here is a good test worth trying. First weigh yourself and measure yourself. Then take Sargol—one tablet with every meal—for two weeks. Then weigh yourself again. It isn't a question of how you look or feel or what your friends say and think. The scale and tape measure will tell their own story, and most any thin man or woman can easily add from five to eight pounds in the first fourteen days by following this simple direction. And best of all, the new flesh stays put.

Sargol does not of itself make fat, but mixing with your food, it turns the fats, sugars and starches of what you have eaten, into rich, ripe fat, producing nourishment for the tissues and blood—prepares it in an easily assimilated form which the blood can readily accept. All this nourishment now passes from your body as waste. But Sargol stops the waste and does it quickly and makes the fat producing contents of the very same meals you are eating now develop pounds and pounds of healthy flesh between your skin and bones. Sargol is safe, pleasant, efficient and inexpensive.

For sale by Benson, Smith & Co., Chambers Drug Co., and Hollister Drug Co.—advertisement.

## BAND CONCERT ON YOUNG ROOF

The Royal Hawaiian band will give a concert on the roof garden of the Alexander Young hotel this (Thursday) evening, beginning at 7:30 o'clock. The public is invited to attend.—Adv.

The Japanese diet voted \$2,000,000 to defray the expenses of the coronation of Emperor Yoshihito.

A SKIN OF BEAUTY IS A JOY FOREVER  
Dr. T. FELIX GOURAUD'S  
Oriental Cream  
OR MAGICAL BEAUTIFIER

Removes Tan, Pimples, Freckles, Moth Pox, Rash and Skin Diseases, and every blemish on beauty, and cures itching, and restores the skin to its natural state. It has stood the test of 50 years, and is so harmless we taste it to be sure it is properly made. Accept no counterfeit of similar name. Dr. T. A. Gouraud said to a lady of the fashion (a patient): "As you ladies will use it, I recommend 'Gouraud's Cream'." At Drugists and Department Stores.

For T. Higgins & Son, Props., 37 Grand Street, N.Y.C.

## AMERICANS MAY HELP DESTITUTE WOMEN ABROAD

LONDON, Eng.—Will you please "endow a chair" in our knitting rooms? There is a destitute woman worker waiting to be put into it the moment you say the word—the money for her very small wages can be provided. It is a plain wooden kitchen chair. On the back of it your name and address will be marked, and (if you will send one) a cheery little motto or message of friendship—a link between you and the woman whose despair you have cleared away. Every month you will receive a letter telling how the woman who sits working in your chair is getting on.

These are women that the Red Cross and soldier's-wife funds do not take care of. They are not soldiers' wives—just working women whose employment has vanished—chance victims of war who come under no special classification. They are not beggars. All they want is work. Work is what we are trying to give them.

They are women, young and old, who had worked at unskilled trades for years—clean, self-respecting, proud that they had never taken charity—yet always only a few days ahead of hunger. Some of them were stenographers or bookkeepers, some were even skilled workers. War came and in a week or two they were without work, without money for food, or fuel, or rent. There are almost no rich people in this part of London. Almost all are as poor as that. The wonderful charity of the poor and of little retailers who themselves are struggling against bankruptcy is mainly what has kept them alive so long.

Some of the women who come to us have sold even their blouses to feed their children; they have used their underwear to wrap their babies; except for skirt and coat they are naked to the winter. Nearly all have children or parents or old disabled husbands, or invalid relatives depending on them.

And the marvel is that they feed their families and hold their little households together and pay rent and food and fuel, and debts of honor to the kindhearted little grocers and give their neighbors help on the pittance we pay them—ten shillings—two dollars and a half a week. And after a week of work, real work, when pay day comes they are so grateful that they choke when they try to say "thank you."

Won't you be paymaster for one more of these women? It is less than 40 cents a day.

If your strength and skill guards the comfort of a dear woman at home, or if you are a self-reliant business girl, try to realize what happens to a woman who has no one to cling to when the bottom drops from under—when, others depending on her, she has nothingness and faces it for weeks.

Women so terrified and despairing that they have stopped thinking (in plain words, actually in the same state as a paralyzed bird waiting for a snake to wait for its fast-overtake them), come to us listlessly, as if they did not really believe there could be any more work for wages for them in the world again.

They are put to work, they come out of their coma, they get a grip on themselves; in a few hours they are actually singing over their work and making pathetic happy little plans for the future. But that is only if we have the money to take them in.

The Golden Opportunity. You see what a golden opportunity I am offering you—the chance to do just that, for one more out of the thousands that are waiting; and to make every penny of your self-denial mean more than it has ever meant before. The women who have had no work for months, and who have nothing, are counted now by tens of thousands. All the "relief employment" that we and others can create can only meet a fraction of the distress. We know that. But we must do all we can. Every chair we can add to our workrooms means another woman and her family can be "kept going."

Remember they are not charity-hunters but real workers. To the end they are brave, self-respecting and silent. Do you see that their bravery is a challenge to your bravery—a challenge to your self-denial—not only for the money that isn't missed, but for the brave self-denial of money that is hard to spare.

Now will you, by yourself or with your friends, "endow" a chair in our knitting rooms, so that we can pay the worker who sits in it ten shillings a week while the war lasts?

Send us a name—your own, or the name of someone who was dear to you—to be marked on the back of your chair. Send us a cheery message or motto to be written there, too, a message from you to the woman you have given new hope and courage—and send us the very necessary 10 shillings a week.

Will you do this now? Remember it takes only a few days now for hunger to do its work—quite completely. Time is important. And thousands of women are waiting.

And please, please don't lay this letter aside. It is only a weak thread reaching to you now, so easy to break, so easy to cast away—but at this end, hanging on your answer, is the fate of one of these women who have striven so fiercely, and who are so near the end that terror dulls their senses.

If you postpone it you will forget it. "Postponement" is going to kill some of these brave women. Don't put this letter down until you write to us.

Knitting Factory of the Society of

American Women in London, 34 Barnsbury street, Islington, London, N. England. Charlotte Van Cleve Jenkins, chairman.

In order to facilitate matters, any contributions sent to the office of the "Paradise Tours," room 202, Kaulkeani building, 116 King street, near Fort, Honolulu, will be immediately forwarded with the name of the donor and any message the donor may wish to send, to Mrs. Charlotte Van Cleve Jenkins, chairman of this work in London.

Remember, this is wholly an American society and the work is being carried on by Americans in London.

Contributions may be sent in cash or by check made payable to Elizabeth V. C. Hall.

Respectfully,

PHILIP C. HALL  
**MAUI NEWS**

[Special Star-Bulletin Correspondence]

WAILUKU, Jan. 4.—Rumor had it last week that the Orpheum and Maui theaters were to combine forces with Pharos as manager. On Saturday night Mr. Pharos denied the rumor and said that there was no such intention on the part of the Orpheum owners. He took a little time to tell the large audience that he intended in the future to make the place as big a success as it had been in the past. He asked the public to continue as liberal support as in the past.

Maui has been well patronizing the various motion picture houses, and it is estimated that Maui pays something like \$1500 a month for its motion pictures alone. At any rate the two Wailuku show houses have been exceedingly well patronized. Standing room only was the order of the evening performances at the Orpheum during the holidays. Many people came from portions of Maui other than Wailuku to see the excellent shows that Mr. Pharos has been putting on.

At the Maui theater, too, in spite of the change of management of the last few days, when it was taken over by the Valley Isle theater company, the attendance has been large. It is understood that the Maui will now close its doors and the Valley Isle will take over all the business.

Joe Alapai and Sam Sniffen, the two boys hurt in a collision a week ago yesterday, are doing well. The accident was a strange one and came near being fatal to at least two of the parties concerned.

It happened not far from the Maui Soda and Ice Works on the road to Kahului. D. H. Case, accompanied by Mrs. Case, A. C. Warner and T. D. Collins, were on their way in an automobile to the special Masonic services at the Pa'a Union church. The two boys approached them on a motorcycle. The driver of the latter became rattled and instead of keeping to his own side of the road thought he could get by on the right side, where Mr. Case was driving. Mr. Case drove his car into the bank in attempt to avoid the collision, but the motorcycle came head on with a terrific smash. It was feared for a time that one of the boys was permanently disabled and might even lose his life. He was carried in Mr. Case's machine to Mahulani hospital and is now doing well, while the other boy was taken to Paia hospital and is also practically recovered.

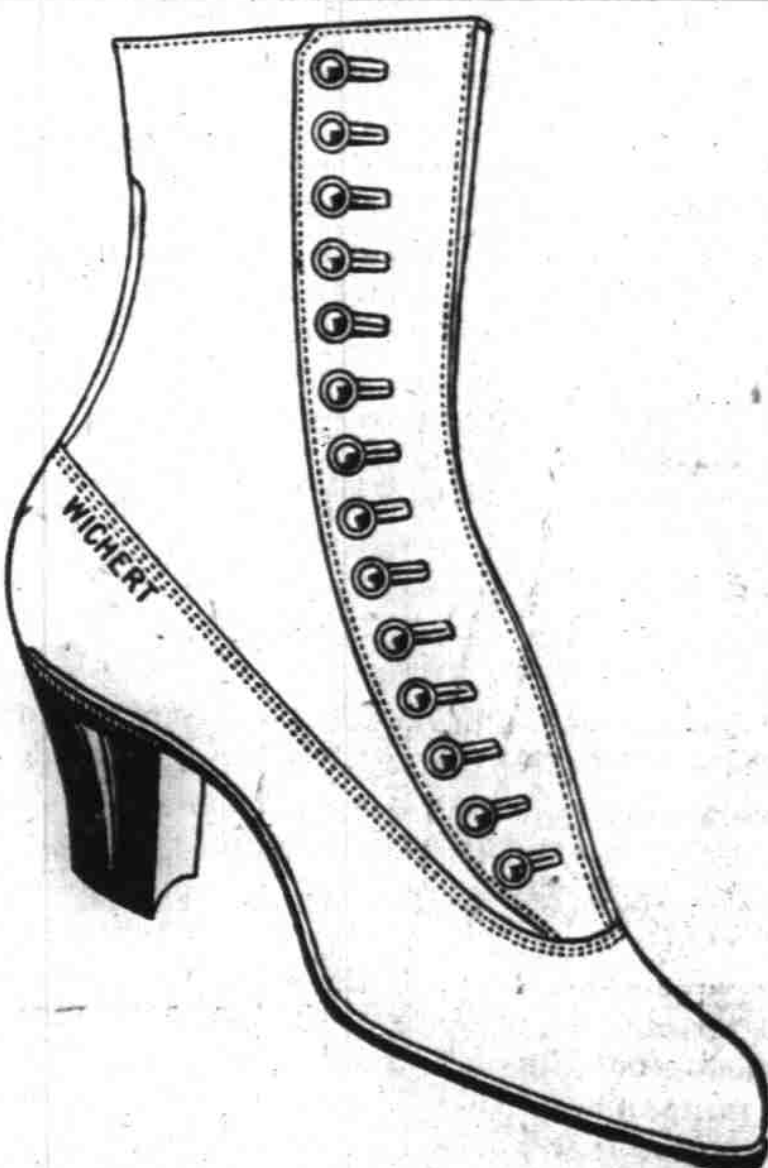
On Monday evening, December 28, Maui Lodge No. 984, F. and A. M., installed the following officers: Benjamin Williams, master; C. C. Campbell, senior warden; H. K. Duncan, junior warden; D. C. Lindsay, treasurer; James Cummings, secretary. These were elected the early part of December. The following were appointed to office, which they assumed the beginning of the new year: W. Leslie West, senior deacon; J. Correll, junior deacon; T. Desmond Collins, senior steward; E. N. Young, junior steward; Rowland B. Dodge, chaplain.

**COLDS CAUSE HEADACHE**  
LAXATIVE BROMO-QUININE, moves the cause. Used the world over to cure a cold in one day. E. W. GROVE'S signature on each box. Made by PARIS MEDICINE CO. Sole U. S. A.

Turn a switch just once  
--nothing more to do until the eggs hatch--if you use a Petaluma ELECTRIC Incubator. Investigate!

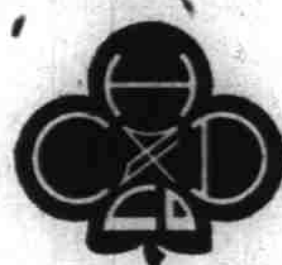
CALIFORNIA FEED CO., LTD.

Cor. Alakea and Queen Sts.



Women's Black Matt Kid top, Patent Kid Vamp, Dress Boot.....\$5.50

GET THEM AT  
**McInerney Shoe Store**  
Fort, above King Street



## Baggage Transfer

Don't trust to luck when sending your grip and trunk to the steamer, leave it to us.

**Honolulu Construction & Draying Co.**  
PHONE 4981

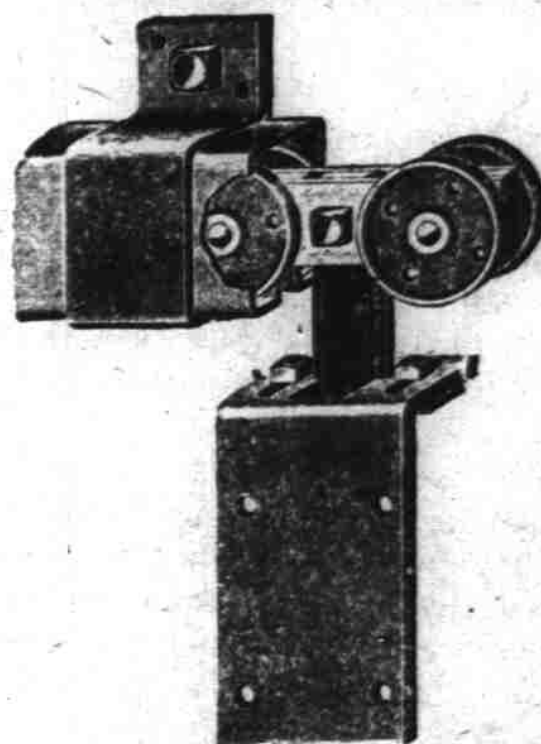
**STAR-BULLETIN 75 CENTS PER MONTH**

## USE THE R. W. 20 1/2 B. SLIDING-DOOR HANGER

The best hanger for Garage Doors, Barn Doors, Warehouse Doors

There is no other like it. Has all the "proof" features--is easy to erect--no "pocket" for moisture to gather and rot the building --- galvanized housing extends below top of door, insuring perfect protection --- track and brackets all attached, fastening directly to side of building at one operation.

"There's an R-W hanger for every door that slides"



**Lewers & Cooke, Ltd.**  
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